

Enriching Lives



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Executive Director

November 15, 2011

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

JOHN ANSON FORD AMPHITHEATRE - PROPOSED SCHEDULE

SUBJECT

"FORD AMPHITHEATRE – 2012 SEASON"

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve the proposed roster for the John Anson Ford Amphitheatre's 2012 season.
2. Authorize the Executive Director to make the necessary expenditures within the approved 2011-2012 budget to implement the program.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

This is the annual implementation of the 2012 Summer Partnership Program, a summer performing arts series in the historic Ford Amphitheatre. The Summer Partnership Program, running from May through October, supports Los Angeles County resident arts organizations by assisting them to successfully present performances in the Ford's 1,200-seat amphitheatre. The Arts Commission provides presentation support to participating arts organizations which, in turn, provide the residents of Los Angeles County with a rich cultural sampling of performing arts of the region.

The roster proposed for the 2012 Summer Partnership Program season (Attachment A) includes thirty-one arts organizations producing forty-three events. The proposed roster brings twelve new arts organizations to the Ford season. It is anticipated that the Ford Theatre Foundation will provide resources for approximately eight additional performances for young audiences and a free series of participatory arts workshops. Overall, the proposed schedule is consistent with previous Ford Amphitheatre seasons, reflecting the artistic merit, cultural diversity and geographic range of Los Angeles County.

The Arts Commission began programming the John Anson Ford Amphitheatre in 1993. To schedule the 2012 Ford summer season, Arts Commission staff sent requests for proposals to more than 700 Los Angeles County arts organizations; 55 applications were received and reviewed. Selections were based on artistic merit, producing experience, fiscal stability, suitability of proposed project to the venue and diversity in programming. On October 3, 2011, the Arts Commissioners reviewed and unanimously approved the attached proposed roster.

Implementation of Strategic Plan Goals

The recommended action is consistent with the County Strategic Plan Goal 3, Strategy 1 to increase accessibility to County cultural, recreational and lifelong learning facilities and programs, as the proposed 2012 series will provide the public with affordable access to quality arts programs through public private partnerships with the Los Angeles arts community.

FISCAL IMPACT/FINANCING

Funds have been allocated for this purpose as part of the Arts Commission's Fiscal Year 2011-2012 budget. Part of the budget includes an allocation from the Cable TV Franchise Fund of \$48,000 to support the production of television programming featuring Ford performances. In 2011, this amount partially underwrote the creation of four one-hour episodes that featured live Ford performances interspersed with artist interviews and behind-the-scenes footage. This series was co-produced and co-funded with public television station KCET, which pledged nearly \$150,000 in cash and in-kind production support. The series will also be aired on the LA County Channel later this year. The Arts Commission expects to continue the relationship with KCET in 2012.

Additional revenue comes from rental of the theatre, concessions, and donations from the Ford Theatre Foundation. There were 25 theatre rentals during the 2011 summer season. 2011 to date, the Ford Theatre Foundation has raised \$261,200 from the following generous funders: The Angell Foundation, California Arts Council, City of Los Angeles Department of Cultural Affairs, Employees Fund of Boeing California, Flourish Foundation, The James Irvine Foundation, Councilmember Tom LaBonge's Fourth District office, Macy's, NBC Universal, National Arts and Disability Center at the University of California Los Angeles, National Endowment for the Arts, The Kenneth T. and Eileen L.

Norris Foundation, The Ralph M. Parsons Foundation, Sony Pictures Entertainment and Supervisor Zev Yaroslavsky's Third District office.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Not applicable.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Not applicable.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Laura Zucker", followed by a long horizontal line extending to the right.

LAURA ZUCKER
Executive Director

AD:hr:ag

Enclosures

c: Andrea Sheridan Ordin, County Counsel
Russ Guiney, Director, Parks and Recreation

FORD AMPHITHEATRE
PROPOSED 2012 SUMMER PARTNERSHIP PROGRAM SEASON

*indicates organizations new to the partnership program

American Film Institute*

AFI Festival 2012

The largest international film festival in Los Angeles will present a screening followed by a moderated conversation with the film's director and the public.

Angel City Arts

Angel City Jazz Festival

A jazz festival featuring a variety of new and established jazz musicians paying tribute to jazz great, Thelonious Monk, and his influence on the avant-garde jazz scene on both coasts.

ARTSCorps Los Angeles*

Beat the Drum

A drum festival highlighting the rhythms of Afro-Boricua bomba, cumbia, salsa, taiko and funk.

Asian Journal Foundation*

Bach to Rock

An evening of orchestral music with selections that range from J.S. Bach to the Beatles.

Ballet Folklórico Ollin, Inc.*

Retablos de Mexico

An evening of traditional Mexican folk ballet performed to live music by Los Hermanos Herrera and Mariachi Tesoro de San Fernando.

Bluegrass Association of Southern California

Bluegrass at the Ford

A night of bluegrass, Americana, roots, country and folk music.

Celtic Arts Center

9th Annual Celtic Concert Series

A production of Celtic music and dance performed by both international and local groups.

Colibrí Entertainment*

The History of Mariachi in Los Angeles: Homenaje a Nati Cano y Los Camperos

A night dedicated to the history of Mariachi in Los Angeles through the music of Nati Cano and Mariachi Los Camperos.

Collective Events*

From Cuba to L.A.

A musical presentation highlighting the African and classical European influences in traditional and modern Cuban music.

Conjunto Jardín*

Noche Jarocho

An evening featuring music ensembles and their interpretation of the Son Jarocho tradition of Veracruz, Mexico.

Corniche Entertainment

The Fourth Annual La Vida Music Festival

A music festival celebrating Latin culture in the arts.

Culture Shock Los Angeles

Culture Shock

A presentation of a variety of hip-hop dance styles that will explore the unique stories of Angelinos.

Film Independent

2012 LA Film Festival

Four evenings of interactive, event-oriented screenings.

Flypoet Entertainment

The Flypoet Anniversary - Mid Summer Classic

An evening of spoken word, music, comedy, and live art.

Future Roots*

A Night of German Music

A night of German avant-garde, rock and pop music featuring musicians from Los Angeles and special guests from Germany.

Grandeza Mexicana Folk Ballet Company

The Magic of the Southeast

An evening of Mexican folk dance that will reflect the mysticism and magic of the Mayan people of Southeast Mexico.

INCA, the Peruvian Ensemble

Fiesta Argentina & Peru, Huaynos & Tangos

A performance featuring traditional and contemporary music and dance from the countries of Argentina and Peru.

Jamaica Cultural Center*

Seven Paintings, a Story in Performance

An evening of dance, pantomime, drums and vocals that will bring the paintings of artist Bernard Hoyes to life.

J.U.i.C.E.

Fifth Annual J.U.i.C.E Hip Hop Dance Festival

A hip-hop festival showcasing various styles of street dance by popular dance troupes.

Kollaboration

Kollaboration Acoustic 6

A talent competition showcasing Asian-American acoustic singers and musicians.

Korean Cultural Center LA

Sound and Symbol of Korea

An evening of contemporary Korean performances featuring dance and musical collaborations.

Los Angeles Jewish Symphony

Chai-lights: A Celebration of 18 Years

A symphonic concert celebrating the Los Angeles Jewish Symphony's "Chai" year, a meaningful celebration in Jewish tradition.

Mandrill Productions*

Mandrill Live In Concert 2012

A night of African-Caribbean and funk music featuring drumming, horns and a youth orchestra.

Media City Ballet Company

Ballet Americana

A ballet tribute to American dance styles and music from the 1800s to the present day.

Outfest

Under the Stars

A five-night screening series that is part of Outfest 2012: The 30th Los Angeles Gay and Lesbian Film Festival.

PAE Live!

AlohaFest! NĀ KA`AO: Hawaiian Legends

A celebration of traditional and contemporary Hawaiian rhythms and dance.

Jazzmopolitan: All-Stars

A concert of Filipino jazz artists performing their own renditions of jazz standards.

Resurrección Mexican Folk*

4th Annual Noche Veracruzana: ARPAS DE AMERICA

A night celebrating the harp as a solo instrument and its influence in the Son Jarocho traditions of Latin America.

Star Entertainment & Education Group

Concierto Charanga II

A night of Cuban music and dance featuring the styles of charanga, montuno, mambo, the cha cha cha and the rumba.

Concierto Fiesta Mexicana: Sones, Bailes and Cantares

A presentation of a variety of artistic interpretations from folkloric dance, mariachi, rock, salsa, poetry, and rope artistry (floreo de reata).

Concierto El Rey III

An evening tribute to Jose Alfredo Jimenez, a Mexican composer of songs in the "ranchera" genre.

TAIKOPROJECT

Rhythmic Relations 2012: The Remix Show

An evening of new and traditional taiko repertoire.

Troupe Vertigo

Cirque Noir

A circus floor show that will bring to life the noir style of film with live music, dance, theatre and acrobatic acts.

WordTheatre*

WordTheatre presents Briefs

A night of performances that will give life to John Edgar Wideman's *BRIEFS*, a new collection of original micro-fiction stories.